Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

**editorial mission**

*Washington State Magazine* is the window on Washington State University—around the state and around the world—for more than 150,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
average total circulation: 150,000
QUARTERLY :: FULL COLOR :: 56 PAGES
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK
commitment to sustainability
digital versions
WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS :: PODCASTS
circulation + distribution
A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
gender
Male: 51%  
Female: 49%

age distribution
under 20: < 1%  21–25: 6%  26–30: 10%  
31–40: 20%  41–50: 21%  51–60: 22%  
61–70: 12%  over 71: 9%

level of education (alumni)
Bachelor degree: 82%  
Masters degree: 12%  
Doctoral degree: 6%

market areas
Seattle/Tacoma/Olympia CSA: 35%  
Portland (Vancouver) MSA: 11%  (other Oregon: 1%)  
Tri-Cities/central Washington: 10%  
Spokane/Coeur d’Alene: 10%  (and adjacent counties)  
Pullman/Moscow: 6%  (and adjacent counties)  
N. California: 4%  S. California: 4%  
other Idaho: 2%  NY/New England: 2%  
Arizona: 2%  Texas: 1%  Washington DC: 1%  
other US: 11%  other int’l: < 1%

spring 2022
The secrets beneath Yellowstone
Putting down roots
For the love of a burger

summer 2022
Rethinking a virtue at long last
Preserving the “Land of Origins”
Pickleball, inside and out

fall 2022
Smarter orchards
An unbreakable bond
In fine voice

winter 2022
The return of the Washington fairs
Power to the people—and to the planet
Strength in numbers

contact: Lowell Ganin  |  c: 520-307-1759  |  w: 206-717-5808  |  lowell@everedify.com
in season
Wild things
Jalapeños were the gateway (Peppers)
First you have to find them
New stars of the market shelf

sports
One kickin' season
New coach, new era
“The Voice”
Cougar confidential
Guiding a transition game

alumni profiles
Rockin’ the stars
Stepping up her game
He got the call
Heaven so fine
**ad sizes**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
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<td>two-page spread (bleed)*</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
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<tr>
<td>two-page spread (no bleed)</td>
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<td>10.75&quot;</td>
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<tr>
<td>full-page (no bleed)</td>
<td>7.625&quot;</td>
<td>10&quot;</td>
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<tr>
<td>2/3-page (bleed)*</td>
<td>5.25&quot;</td>
<td>10.75&quot;</td>
</tr>
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<td>2/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>9.125&quot;</td>
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<tr>
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<tr>
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<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
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<tr>
<td>business card (no bleed)**</td>
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**BLEED SPECIFICATIONS:** Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**AD GRID MARGINS:** All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

**artwork specs**

Ads may be created using Adobe InDesign, Illustrator, or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Coated (SWOP) v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at [magazine.wsu.edu/artwork](http://magazine.wsu.edu/artwork). *Washington State Magazine* is not responsible for the quality of any printed ad that does not conform to these specifications.

**SUBMISSION INSTRUCTIONS**

Digital files may be submitted to the art director on a CD/DVD via FTP at [filetransfer.wsu.edu](filetransfer.wsu.edu) (use jpxson@wsu.edu as the recipient’s name), or by email (under 10MB) to jpxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
ad rates

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<td>$7,430</td>
<td>$7,060</td>
<td>$6,705</td>
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<td>full-page</td>
<td>$4,150</td>
<td>$3,945</td>
<td>$3,745</td>
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<td>$3,310</td>
<td>$3,145</td>
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<td>$2,520</td>
<td>$2,395</td>
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<td>1/3-page</td>
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<td>$1,970</td>
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<tr>
<td>business card</td>
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Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

rates + deadlines

Ad rates are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

AVAILAABLE ON REQUEST
Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.

advertising deadlines

<table>
<thead>
<tr>
<th>issue</th>
<th>space close</th>
<th>ad due</th>
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<tbody>
<tr>
<td>May 2023 (Summer) - exclusive distribution</td>
<td>1/27/23</td>
<td>3/10/23</td>
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<tr>
<td>August 2023 (Fall)</td>
<td>4/21/23</td>
<td>6/2/23</td>
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<tr>
<td>November 2023 (Winter)</td>
<td>7/21/23</td>
<td>9/1/23</td>
</tr>
<tr>
<td>February 2024 (Spring)</td>
<td>10/20/23</td>
<td>12/1/23</td>
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kudos
From its very first issue, Washington State Magazine has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.

MAGAZINE STAFF
Editor: Larry Clark ’94
Associate Editor: Adriana Janovich
Art Director: John Paxson
Writers: Alysen Boston, Addy Hatch

legal stuff
ADVERTISING RESTRICTIONS
Washington State Magazine reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. WSM will not accept ads for:

- casinos, gambling, or other wagering companies, websites, or facilities
- websites or publications containing adult or pornographic content

Additionally, postal regulations prohibit Washington State Magazine from accepting print advertising for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

DELIVERY ADDRESS
Washington State Magazine Advertising
Information Technology Building, Room 2013
Washington State University
PO Box 641227
Pullman, WA 99164-1227